

Digital Media Executive

Full Time/ Permanent

Location: Croydon Head Office

Experience: 2+ years

Company:

VanillaIP is a true white label, wholesale cloud solutions provider with a very big difference, and that difference is Uboss, our portal. In a market that has changed from dial tone to Unified Communications (UC) VanillaIP fully embraces the principles of cloud creating not just the widest application and service portfolio but the means to deliver it real-time, on-demand.

Job Description:

- Manage the digital marketing process, including website updates, SEO, all social media accounts, scheduling and hosting webinars with video editing and publishing.
- Oversee advertising reporting including increasing website hits and edit, creating adverts and emails.
- Creation of product datasheets including content and design.
- The creation of video content using both film/online animation software. The ability to put together short demonstration videos of our product.
- Take part in the preparation of company events such as exhibitions. Partner days, company training. This will include design of flyers, website updates, social media marketing.
- Involvement with lead generation and follow up's from marketing activity ensuring the use of sales force.
- Write and optimise content for the website and social networking accounts such as LinkedIn and Twitter.
- Track the performance of all website and social channels on an ongoing basis and prepare monthly reports on activity, feeding this into the marketing strategy.

Experience:

- Email marketing HTML / dotmailer: 1 year (Preferred)
- Sales Force: 1 year (Preferred)
- Social media savvy: 1 year (Required)
- Competency in Photoshop, InDesign, Premier Elements and Captivate: 1 year (Required)
- Website creation including word press and creating pages: 1 year (Required)
- Creative with Film design and editing: 1 year (Required)
- In marketing role: 2 years (Preferred)

Please send your CV to c.aguirre@drd.co.uk